

MULTIMEDIA SYSTEMS

BITM 1113

Important of Text

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Lesson Outcome

At the end of this course, students should be able to:

1. Importance of text in a multimedia presentation
2. •Understanding fonts and typefaces
3. •Using text elements in a multimedia presentation
4. •Computers and text
5. •Font editing and design tools
6. •Multimedia and hypertext



Important of Text

Important of text

- **Word & symbol in any form, spoken or written, are the most common means of communication.**
- **Text is a vital element in menu of multimedia, navigation systems, and content.**

Using TOO many **Fonts** is
bad, really **BAD**

Important of text

Multimedia developer must be careful and accurately use word

- Factor that affect text legibility:

Size –The text size would identify the readability and legibility of the text.

- Factors that affect text legibility:
color of background & foreground

- Factors affecting legibility of text:
Style

Size:	Arial:	Times New Roman:
1	Font	Font
2	Font	Font
3	Font	Font
4	Font	Font
5	Font	Font
6	Font	Font
7	Font	Font

Some Typeface Examples

- Multimedia Systems- Times New Roman
- Multimedia Systems - Bookman Old Style
- Multimedia Systems - Courier New
- Multimedia Systems - Trebuchet MS
- Multimedia Systems - Comic Sans MS
-  - Webdings

Text

- ❖ Text color limit is 3 or less
- ❖ Limit the number of font to 3 or less
 - Making sure fonts are appropriate for your audience
- ❖ Should consistent with text size
- ❖ Limit the number of Capital letters

Text

Avoid:

- ❖ Centering paragraphs of text
- ❖ Excessive blinking, fading or moving text
- ❖ Using unusual fonts or large blocks of text
- ❖ Underlined text (exception = links)

Example



Serif vs. Sans Serif

Multimedia

The ends of each character do have attributes (serifs)

Multimedia

The ends of each character do not have attributes (serifs)

Fonts

- When displaying a visual text document, character must be mapped to *abstract glyphs*.
- A *glyph*
 - abstract glyph represent the actual artistic, in some typographic styles, in the form of outline and bitmap that would be draw at the screen.
- A *font*
 - is a set of glyphs, observe all same basic motive to the design, sizes, appearance, and other attributes related with the whole set, and a mapping from character to abstract glyphs.

Classification of Fonts

- There are a lot of available font and every one have its own unique identity. A few broad characteristic is use to classifies them
- A major distinction
 - monospace (or fixedwidth)
 - proportional font.
- In a monospace font, each character occupies same horizontal space amount, regardless of the shapes.
- Text in monospace font look like it is produce by a typewriter machine. It is useful for conveying a 'low-tech' appearance or informal expression.
- Text in a proportional font has the appearance of a traditional book and is usually preferred for setting lengthy texts.

Monospaced vs. proportional

Monospaced Font:

Courier

Each letter occupies the same amount of horizontal space, so that the text looks as if it was typed on a typewriter.

Proportional Font:

Georgia

Each letter occupies an amount of horizontal space proportional to the width of the glyph so that the text looks like as if it was printed in a book.

Serif vs. Sans Serif

- A very broad distinction in font are between
 - serif
 - sans serif
- The serif is the small stroke add to the end of each character's shape.
 - Examples of serif font: **Times, New Century Schoolbook, Bookman and Palatino.**
 - Examples of sans serif fonts: **Helvetica, Arial, Optima and Avant Garde.**
- See the difference of serif & san serif in the following illustration:

Times **T** Arial **T**

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Font Weight

- Fonts can be classified according to their weight
- A relative measurement of the thickness of the strokes.
- **Ticker** strokes make text look darker and more solid
- Degrees of boldness: ultrabold, semibold, light and ultralight
- As the weight increases, the proportion of width to height of the letter remains the same.
- Bold fonts are used quite widely for windows titles and menu items because they show up well

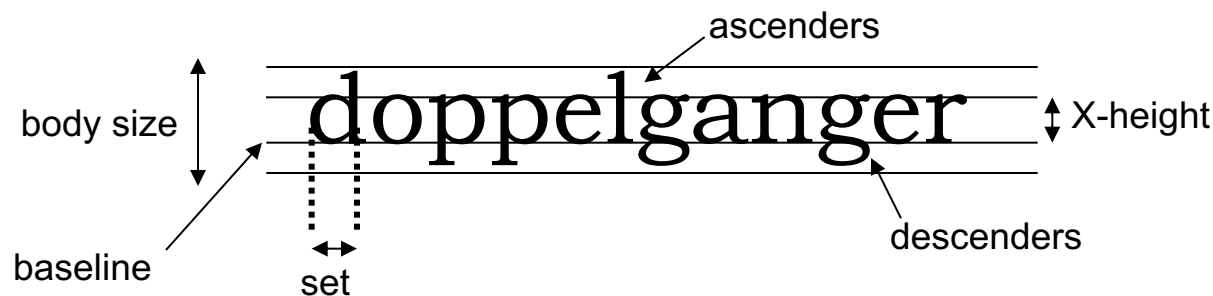
Multimedia → **Multimedia**

Font Shape

- Distinguish between fonts with an upright shape and an italic shape
- Italic fonts imitate a certain style of handwriting and have letters that are slanted to the right
- Almost all italic font are variation on or design as companion to upright font
- There are several font with an italic shape which is design to its own usually tend to include the characters of handwritten
- Fonts are also designed with either solid or outline forms

Font Terminology

- Font is measured in **point sizes** where 1 point is approximately 1/72 of an inch
- The **x-height** is the measurement of the height of the character x or without any ascender or descender
- The width of the letters is called the set and is fixed relative to the point size.
- The spaces between the letters in one word (tracking) can be adjusted in a process called kerning.



Reading and Layout

- Layout of text and the printed page can affect the readability of the content.
 - **Justification**: Text which has a uniform left edge (left justified) is normally the easiest to read.
 - **Choice of font**: In general, a serif font is most readable for body text and sans serif font for headings where there is not too much text to read.
 - **Distraction**: Keep the reading area free of distractions. E.g. Patterned background, different coloured letters, variation in size etc.

- **Breaks**: It is important to have breakpoints which the reader can use as reference outside the sentences to see where they are. E.g. Paragraph, Pictures, Non textual items.
- **Spacing**: more spacing out text is much more easy to read. Close packed text is hard to read since the eyes need to be precise at fixation point.

Using Text in Multimedia

- Bold and emphasizing the text to highlight idea and concept, but wouldn't make text look like a link .
- Usage of meaningful word or phrase or link and item in menu.
- Use antialiased text for a gentle and blended look for titles and headlines.
- To make the text stand out, expose the different colors effects and place all texts on various background.
- For attention-grabbing results, try graphically altering and distorting the text. E.g. wrap your word onto a sphere or splash it with rainbow colours.

- At webpage, put vital text element and menu in top of 320pixel. A study of surfer habit had discovers that only 10% to 15% of surfers ever scroll any page.
- Use some other fonts as possible in the same task/project, but change the weight & size of the typeface using *italic* and **bold** style.
- Use various font size in order to highlight the message importance you are delivering.
- Serif font is traditionally use for body text in printed material since the serif is said to give guidance to the eye of reader along the line of text.
- Sans serif font are used for headlines and bold statements.

Web Safe Font

- Websafe font are the fonts that mostly people can see since it is the most common used in computers

Arial Black

Its best use is for headline in bigger size.

Arial

The common font is Arial. It is sans serif font. Arial is simple and very easy to read even in smaller size. Similar font: Helvetica

Comic Sans

Sans serif font that have quite "artistic" look.

Courier New

The only monospaced font among the websafe font. Monospaced mean that each characters have exactly same width. An 'i' take up the same space like 'm'.

Impact

A thick & sans serif font. Look the best in quite large size because it may look a bit messy in small size. Frequently used in professional site as headline and such.

Times New Roman

It's a serif font. However, the serifs make the font very hard to read when use in small size.

Verdana

Most use in professional site. Similar fonts: Tahoma, Trebuchet

Working with text

Guidelines need to be considered:

a) be concise

- avoid too many text
- A picture is worth a thousand words

b) use appropriate type of font

- to focus an attention of the audience
- increase readability,
- setting a tone (mood or expression)

c) easy to read

- avoid decorative font – hard to read
- screen with too many text will hard to read

- **d) take into consideration the style and color**
 - - italic the style if necessary
 - - use appropriate color base on the theme given
- **e) be consistent**
 - - never use more than 3 type of fonts
 - - the size must be consistent

References

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